OUTLOOK IS GOOD

Shows Volume of Trade

Above Last Year.

Goods Comes Now Prior to

March Openings.

year. Department stores, dealers in men'

In general, collections are reported better than usual, while most stores have fewer outstanding accounts on their books than at the same time last year. Cash sales have increased, espe-

ially with firms of moderate capital Stores dealing in the many and varied stores dealing in the many and varied lines of wearing apparel are now di-recting attention to spring openings. Spring buyers have practically com-pleted their stock purchases in the

cast and are returning home. Advance shipments are also arriving. Indica-tions point to heavy spring business in millinery and clothing of all descrip-tions. Novelties have been selected

tions. Novetties have been selected this year with greater care than usual. In fact, local merchants, in stocking in for spring trade, have shown more than usual care and conservatism. The big openings will take place early in March in the larger department stores. Sales in shoes and winter underwear ware offered last week in some stores.

were offered last week in some stores

The feature of the hardware business during the week lay in early sales for the coming baseball and outdoor sports season. All hardware stores and sporting goods houses have arranged attractive window displays with new shipments of outdoor suits and sporting paraphernaila. Automobile supplies also sold to a good market.

Implement companies are now stocking in with farming apparatus. Many

ing in with farming apparatus. Many advance orders have come in and the prospects for spring trade are said to

J. Will Gray of Gray Bros. & Co., arrived bome vesterday after a business trip to New York, Chicago and St. Louis. On general business conditions Mr. Gray said:

"I found everybody very optimistic

and great activity in business lines. At

REAL UTAH BOOSTER

J. WILL GRAY IS

Prepare for Sports.

ness in the spring. Collections Better.

dors Both at Home and and Appreciate City's reptional Advantages.

TIRLES FOR HOMES

ion of Orpheum Theater Stimulates West Secand South Street.

soliday and inclement the broke in upon the week, days of activity, with the

dest a few dealers announce tests in close-in property.
The demand for small farms the demand for small farms div was brisk during the stale property also came in the of a strong inquiry. Out-for property and homes is

### Iome Building.

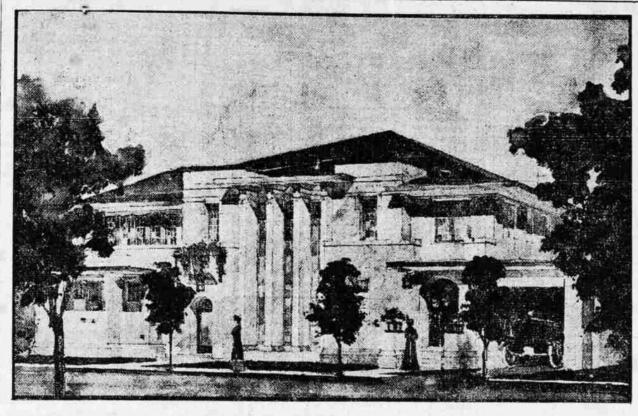
e of the market at present ble a marked trend toward an is this line started early in the ad has become so pronounced as few real estate dealers and secured the services of suc-These men are now all out plans for modern

pers to be available, although foot-nity is asked by bankers. In-is remain unchanged. Build-mark ne secord, real estate men hold

evalstion. This condition, a solid-rock basis, without and with every chance in mid of going up, now that the taking new and longer strides say of growth and develop-

erson, a well-known real of the city, who has just on an extended visit to the of southern California, las traveled from one end of by to the other, declares that Acre, which has a population 14000 values in the business ace property are as high, if not higher, than

# New Home Soon to Be Erected By the Ladies' Literary Club



NEW HOME OF CLUB.

N OW that the plans of Ware & Treganza for the new home of the Ladies Literary club have been finally ap proved, work upon the bandsome structure is expected to begin at an early date. The building will cost approximately \$25,000, and will be a bandsome one. It will be erected on South Temple street, between Eighth and Ninth East streets.

value of from \$3000 to \$4000 per front

marketable at extremely low prices. I venture to say that the values on Salt and promotion companies venture to say that the value and promotion companies that also indicate home Lake property are lower than in any other city I have visited. But that other city I have visited. But that I meet that values on of property are on the verge cipally of fruits, oils and climate. Here we have everything that contributes tocondition can not prevail much longer On the coast, the resources consist prin tall Lake are lower than in ward the making of a great common ward the mak new era of growth and development. Prices of land are bound to increase. In all my trips about the country. have found fewer vacant houses in Salt Lake than in any other city I have vis ited.

South street bave grown optimistic concerning the future in that section, because of the plan to erect the new Ornbeum building on the site of the old Salt Lake Hardware company. They hold faith in future increase in value and declare that the new structure will mean a new period of development for

that section. Improvements planued by owners of residence additions and private owners are about to be renewed on a large scale. Work will commence shortly on the completion of the new Fifteenth Angeles," he said yester- East street ear line. both located similarly to building activities continues one of extuals South street between continual promise.

# EIGHTEENTH WARD SPRING BUSINESS SQUARE IS FAVORED

Ideal Location for New City Past Week, While Quiet, Park, in Opinion of A. B. Irvine.

UNSURPASSED COLLECTIONS IMPROVE

Also Pointed Out That the Final Cleanup of Winter Location Is Easy of

Access.

The Tribune has received the following elf explanatory communication; Salt Lake City, Utab, February 24,

Salt Lake City, Utah, February 24, 1912.
Editor The Tribune: At a joint meeting of the Commercial club's committee on public improvements and parks and committee on water and electricity, held in the dining room of the club yesterday, a resolution was introduced that the board of commissioners of Salt Lake City procure by purchase or otherwise the variant Eighteenth ward square at the corner of First avenue and A street, and use same as a public park. It occurred to the writer that if the press would take this matter up and advocate it, the commission-

street, and use same as a public park. It occurred to the writer that it the press would take this matter up and advocate it, the commissioners might be induced to look favorably upon the proposition.

Salt Lake is growing and should have a suitable park within easy waiking distance of the business district, where tourists and people living in the hotels, roeming houses and apartment houses, as well as our own citizens, could enjoy the seclusion of a garden and the beauties incident to such a place. From every standpoint, this property is ideal for such a purpose. It is located within five minutes walk from the business and hotel district, right in the heart of one of the most populous residence districts of the city, and is the only available piece of vacant ground within that distance. Its elevation is such that an insurpassed view can be obtained of mountains, valley and lake, and being at the mouth of City Creek canyon, it is swept by the cool and invigorating breezes from the hills in the summer time, while in the winter owing to its elevation, it is comparatively free from the dense cloud of smoke which envelops the business district.

The spot is interesting from an historical standpoint and hardy a tourist visits the city who does not go up on that hill to see Brigham Toung's grave and get a general view of our beautiful city and valley. The street leading up to the property from South Temple—A street—is too steep to be available for vehicles, but could be terraced and heautified and made into a beautiful approach to the proposed park. Indeed, a competent landscape architect or gardener could, by taking advantage of the location, elevation, natural surroundings, make this one of the most beautiful little parks in the United States. It would be a show spot that would leave a lasting impression on the minds of visitors and would prove a dever ending source of pleasure to our own citizens. Whether in day time or night time summer or winter, the view from the corner of First avenue and A street is one that

BUSINESS OUTLOOK FOR YEAR IS BRIGHT

the centers there are more buyers than ever before. They are buying the best kinds of goods and in large quanti-ties." Continuing, Mr. Gray asserted that he heard much talk of Salt Lake and Utah in the east. "Everybody was boosting them," said he. "They were talking about our Hotel Utah and the W. A. Needham has just returned from New York and Chicago, after an absence of six weeks, his trip having been taken in the business interest of

the Z. C. M. I.

General indications in the east, says Mr. Needham, are that the present year will be a good one for business. There is considerable improvement reported in all of the larger cities at the present time, with a prospect that the increase in trade volume will continue indefinitely. Accompanying him was Mrs. Netzell, who formerly had charge of the millinery department in the big store. After an absence of six months she comes back to resume her place at that institution. With Mrs. Netzell came Miss J. M. Currier of New York, who will have special overseeing of the trimming division in the millinery department.

boosting them," said he. "They were talking about our Hotel Utah and the great possibilities for development in this section. I have returned home with such great faith in the future that our verted into a strictly ladies' ready-to-war specialty one. Now that our store room has been remodeled, there is none finer in New York city. We will continue to handle men's clothing at our store in the Hotel Utah. I expect that we will do a quarter of a million dollars worth of business this year." the Z. C. M. I. great possibilities for development in this section. I have returned home with a such great faith in the future that our entire Main street store is to be converted into a strictly ladies' ready-to-wear specialty one. Now that our store room has been remodeled, there is now fine, in New York eity.

# NOTABLE INCREASE IN BANK CLEARINGS

Record for the Week Demon strates Growing Confidence and Better Business.

INVESTORS OPTIMISTIC

Plenty of Money Is Available Money Easy to Obtain. Without Difficulty for Legitimate Projects.

1911 by almost unprecedented figures. At the close of the corresponding

week one year ago, the bank clearings benefits the banks receiving their deamounted to \$5,161,796.02. The fig for the same week this year are 404,532,33, showing an increase of \$2, somewhat limited. Suga 242,736,32, or about 43 per cent. Fritinged the most active.

# **Real Estate Mortgages** SAFEST INVESTMENT IN THE WORLD

The Mortgages We Offer Yield 6 and 7% Net. HALLORAN-JUDGE LOAN & TRUST CO. 309 Main Street.

responding day a year ago.

While there were no features ported during the week, the situation has been entirely satisfactory, according to bankers and business men. An abundance of money was on band and met preparatory to the consolidation of

As evidence of improvement and sound conditions in the local financial world, bankers point with pride to the week's clearing house returns, which exceed those of the same period in 1911 by almost unprecedented figures. difference represents gratifying profits for the sheepmen, and at the same time posits

Dealings in local stocks have been somewhat limited. Sugar stocks con-An undoubt | declared

day's figures exceeded those for the same day last year by \$657,726.01, while yesterday's clearings were \$470, 179.20 in excess of those for the corriculturists has become evident, due to riculturists has become evident, due to the increased rain and snowfall of the past week or two

### Arrange Bank Merger.

the leading railroad systems. This is interpreted to show at least a partial revival of confidence among men. The effects of finding among banking finding employ-amount of idle capital cannot be but beneficial, it is



# GILMER SQUARE

## Note the Location

By mathematical demonstration this illustration shows that GILMER SQUARE is the only subdivision on the market situated within a circle taking the Postoffice as the center and the southeast corner of GILMER SQUARE as the radius.

LOCATION is the most important factor to consider in buying a homesite—not only in reference to distance from the business district, but in reference to schools, car lines, etc. —in which respect GILMER SQUARE stands unequaled.

Owing to the fact that this is a comparatively small tract, and only a limited number of lots are offered for sale-it will mean a quick clearance—little advertising will be required to conduct the campaign, and a few people in Salt Lake City will secure valuable lots at unusually reasonable prices—and on very satisfactory terms.

> Phone for the Automobile Bell 3585

GILMER REALTY 60.

425 Felt Building.



He predicted that Salt Lake City would me the greatest city between Chicago and

He backed his judgment by investing milin Salt Lake railway properties and real

The rapid development of the Panama and, the transcontinental railroads, the vast attral resources of this inland empire, all inate that Harriman's prediction will soon realized.

Have you foresight? Highland Park offers

is located on the heast bench-land. light across the path of Lake's growth.

tis high and dry, with table rise toward the

the beauty and grandof valley and mounare here combined.

imball & Richards are ing uniform improvein Highland Park.

electric light, cement walks, cement curb, ornahas the opportunity mental shade trees, and graded streets. They are building many

modern homes there, a hundred in all. The prices include the improvements-two lots, 50 foot front, \$280 to \$560. And such easy terms-\$6

to \$12 a month. Today belongs to the man of foresight. Lost opportunities is the only heritage of the man of hindsight.

Your request will bring







